

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

Your Info Product Telefactory

Bob Jenkins

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and

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Adela: Our topic today is Your Info Product Telefactory. Bob really knows about this because he is a prolific product creator. He's got an extraordinary skill set in terms of technical expertise, in terms of internet marketing expertise and his style is very connective, very down to earth, not what you'd even imagine a stereotypical internet marketer.

Bob is a former high school teacher who created a six figure internet marketing business in less than two years starting from scratch. This is extraordinary. Using his telefactory model gives you faster results, gives you more confidence and you've got more free time to enjoy the rewards of your business. You've got an opportunity to make the kind of difference and create meaningful products. Bob is certainly the person that can guide you along the way here.

Thank you, Bob, for being here with us.

Bob: Thank you, Adela. It is my pleasure and true privilege to be here in your Conscious Business Telesummit. It is an extraordinary group of people and you should be commended for bringing them together and helping your audience grow.

Adela: Thank you. It is exciting to have such an array of folks who are masterful in their areas of expertise. I know that you straddle quite a number of areas of expertise, Bob. I wanted you to speak a little bit to this because I know that this is one of the issues that heart centered people have is this whole idea of the stereotype of an internet marketer, that it is impersonal, that's it's push, that's it's all about numbers and all that kind of stuff.

In your words, how can folks that are heart centered adapt internet marketing to their businesses.

Bob: I think that most heart practitioner types of folks usually start out their business in a local setting. The downfall of that that you run into overtime is that there are just so many people that you touch in person in your geographic location that you really limit yourself. When you use internet marketing strategies in the way that is still true to you, still authentic, you can reach those people whose only limitation in your mind is that they are in a different location.

By using the internet, you are able to reach far and wide, people across the globe, let alone across the state or across the country that you live in.

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You often find even that you'll get connected to people who are only a few miles down the road but have never crossed paths with you locally.

Just think about all those people that need what you have to offer who could spend a little bit of time with you either in text form online or through a teleseminar like we're doing right now and how much impact you can have because you open yourself up to that realistic possibility of reaching just that one more person who otherwise would never know that you exist and would never be able to be introduced to what you offer.

You don't have to be slimy, you don't have to be pushy, you don't have to tell people that they have to act within the next five minutes or it's gone forever. Those tactics people read through and as an authentic heart based person you know that you're not going to feel good selling that way and you don't have to. I am a testament to the success that you can have being honest, being authentic, being someone who just puts out good stuff and truly wants to help people.

The other side of it is that you have to be willing to put yourself out there, be willing to say to the world that you have something good for them to take advantage of and that you are willing to charge for it so that you can operate a business, not just be a nice person and help a few people along the way.

I want to encourage people to listen with an open mind today to the answers that I give to Adela's questions and to your questions hopefully that you ask because truly using internet marketing in the way that you feel good about it is going to impact your world, your family and those that you touch.

Adela: You might think that an info product, an information product, feels a little impersonal. How do you make it personal and connective? How do you come across authentically in your products?

Bob: One of the chief methods to come across authentic is to use your voice. This is why I'm such a big fan of teleseminars like we're doing right now because you can't hide behind text, you can't hide behind some random piece of information that is off in the distance. You're hearing my voice right now, you're hearing Adela's voice and because of that you get a better psychological connection to me and then when you ask a question hopefully during this call, we get to hear your voice as well. That's the first point about that.

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The second is that you always have to address your audience one person at a time whether you're writing an ebook, a regular physical product like a book or a home study course or you're doing a teleseminar, you have to remember that even though you want your work to be listened to, to be absorbed, learned from by hopefully thousands if not hundreds of thousands of people, each thing that you produce is listen to or read one person at a time.

If you can remember that then the way that you address your audience in all formats is directly one to one, even though many people are on board. Even there are hundreds of people listening to this right now you have that opportunity to talk to that one person who is listening on the other line. You use words like 'you' and 'I' and 'you and I' and 'you and me' and things like this instead of 'you all' 'hey folks' 'hey everybody, thanks for being here amongst so many other people.' Those types of things make people feel like they're part of a crowd and although they want to feel like they want to belong, the more important thing is they want to feel like you're talking directly to them.

In your languaging of a teleseminar of ebook or blog post, you have to directly have your language one to one to that person who is on the other side.

Adela: We've got folks that are beginners, who haven't even started their business and they're attending telesummits like this just to get their feet wet and get a good grounding of what's out there. Then we've got people that already have businesses. For folks who are new, how do they know who they are addressing, who they are speaking to?

Bob: That's an awesome question because it's one of those limiting questions that people hold up in front of them and say, "Who is going to listen to me?" Not only because they feel like they don't have an expertise but they're like, "How in the world am I going to get somebody on the other line?"

First of all, you talk about the stuff that you can talk about in a teleseminar already in your everyday life. Somebody asks you for guidance, for recommendations, for suggestions, for help and you typically just give answers as a second nature. This is not to say that something that people come up to randomly about turns into a profitable business, but typically the things that come easiest to you wind up being the most profitable thing for you to embrace as part of what you do for a business.

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If you're just starting out and you're trying to create an online component to your business or creating a business totally from scratch, you really need to stay in touch with what are those things that you already know well enough that you take for granted that other people in your life come to you and just look at you with amazement that you know this stuff, that you find it so easy.

When I was back in the classroom, I took for granted things like turning on the Power Point projector and how to plug the cord in from the projector to the laptop. It seemed so easy to me. When people would come up to me and ask, "How do you do that? I just get frustrated with this? What are you supposed to do?" I always thought it was ridiculous. How could this not be easy to these other people?

That's just one quick example of things that should radiate in your mind and say, "I find this really easy and other people don't. They want to be good at it and I can help them."

If you're just starting out, don't try to reinvent the wheel trying to find some business opportunity that doesn't feel true to you. Try to look instead at what people are already coming to you about and see if you can turn it into a method of delivery that can be done online.

Also, when you're starting out from scratch, realize that it's okay if you only have one or two people at first listening to you. It's okay for you to have just that starting point of just a handful of folks. Even if you need to basically stuff the room with people who are your friends for the experience, that's okay too. I love helping people get this concept of having a training wheel experience, whether it's teleseminars or anything. If everybody on the call happens to have your last name, that's okay because the reality is your knowledge, your solutions that you can present to people simply need to get out. The fastest way to do it and the I think the most authentic way to do it is to use your voice, record it and turn it into some really good products that can help people no matter where they happen to live in the world. That's how I would address the initial new person.

Adela: Okay, cool. You're segueing into my next question which is wonderful. I love how that works. How do you create a steady income stream with your voice.

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Bob: This is one of those misconceptions that people have especially when they're starting that they are going to get on the phone, they're going to start talking for an hour and they're going to hang up the phone and orders are going to come it and they're going to get \$1,000 or \$2,000 or so in a matter of 90 minutes from the start of their call.

There are people that do that and I have success that way sometimes too but when you're first starting out that's hardly going to be the case. Let me tell you from my own first teleseminar that I ever did, I was able to generate about \$14,000 from that call over the course of 9 months but there was four people on the call in addition to me and my guest when that call happened. One of the things I want to get into your mind right away is that you the most important thing you can do with a teleseminar is after the call is over. Don't get worked up in a tizzy, especially in the first couple of teleseminars that you do trying to stuff the call with audience numbers. The reality is that the primary benefit you're going to have to doing a teleseminar will happen after you hang up the phone because you'll be recording the call, and if you do it and maximize this is the proper way, you really leverage your time appropriately, you're going to take that one call and do a lot of cool things to it to turn it into website traffic, to turn it into a list building machine, to turn it into a profit generator. Even if you're not selling any product or service yourself yet you can still generate a nice, steady income from doing one or two calls per month and then maximizing what you do with those calls after they are over.

Adela: What would be some of those things that we would do.

Bob: First of all, I like to recommend that people pick people to talk to on these calls that already exist in their marketplace that are already leaders in their marketplace and you can set yourself up as an affiliate for that person's products or services.

You interview them, you basically get them on what amounts to a coaching call but instead of you doing it privately, you're asking them questions you really want to know the answer to and you have other people listen in whether they listen in live or to a replay, it doesn't really matter. The point is you initially start with that kind of an interview where you can ask somebody that is already well-known in your field.

I want you to know that you should be doing this for two reasons: number 1, it makes it easier if you are on the side of asking questions because you let the expert do most of the talking when you are first getting started.

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They're confident; their energy level, their ability to present their information is going to carry over into making you look really, really good. Even if you are pretty new, you can kind of hand over that baton to that expert, who has already been doing this kind of thing and their expertise and confidence will spill over to you.

The other reason you want to do it is because you want to be leveraging their creditability in the eyes of the audience onto yourself, as well. Even if you know things perhaps even better than the expert your interviewing, your audience doesn't know that. But because you can connect them to that person you have that wider fame or notoriety you do at this point, you're going to grow faster in that process.

Once you have an interview you like that finished, you can turn it into, like I mentioned before, a lead generator where you can give it away for people's name and email address or you can sell it, or you can sell the transcripts, any number of combination of things you can talk about during this call. You can turn it into transcripts that turn it into articles and blog posts, and email messages and so forth.

The point is, when you pick that other person who is an expert and already has a product, you can start telling people, "Listen to this call and get a great education from it. But if you want to learn more, a fraction of you will want to study more about that person's topic just like some of you will want to study more with me."

A lot of people will get a lot out of it for free and others will want to pursue it further. You will share in the revenue when you do that. So my first call will bring you back to 2006, when I was still a fulltime high school teacher; I interviewed a guy who had a website management program. I decided to interview him because he was better known, even though I had been web master for a while, and knew all the answers basically. But he was better known.

I asked him a few questions, like I mentioned there was like four or five other people on the call and because he had that other program, I recommended people to it and then I received 50%, one half of the revenue from those products. Over time I did a few other things to that program so that I could generate even more revenue. This is something we will get into a little bit later, too.

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The point is, that over the course of that 9 month period, resulted in almost \$14,000 in revenue, half of which came back to me, half of which went to the other person. You have to understand that just taking that one 60 minute, one 90 minute call can be transformed into various types of information products and whether or not you give them away or you sell them, can result in revenue when you connect with an expert who already does have a product.

Adela: Awesome, that is still very impressive. Nine months, \$14,000, that is really great, especially, for someone starting out. Give everyone hope here, Bob. This is wonderful. I wanted to know though, how do you figure out when you give away and when do you sell?

Bob: This is also one of those awesome questions. The reality is the answer is to both of them. I know you may not be as excited to hear that as wanting the clarity of just one choice. But, I was taught by one of my early mentors that its often the case when you're presented with an either/or decision that the combination of both together is really the answer.

I want you to really grasp that because what you have realize is that depending on what your goals are at this particular moment and time will determine whether or not you sell something or give it away.

Now, I was taught a long time ago and I want to impart this wisdom to you as well that the relationship that you build with people over time will be much more profitable in your business than trying to sell too early in the game. At the same time, I have also learned and experienced that if you wait to sell people a product or service, they will have already gone to someone else because they are looking for products and services to help them in their challenges that they face and whatever challenges that you can address as the expert that you are.

I want you to really understand that you should be giving away your stuff, but you should have more than one thing to give away and therefore, one more thing you can also sell. Even in the things you give away, you should be making recommendations for products and services that will result and then come back to you.

I mentioned this one call that I did in the beginning of my internet career in part because it was it was when I was first starting out. It's not like I had a list of 10,000, 20,000, 30,000 people or whatever. I had a very small list

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and I was very new on the scene, but I was still able to make this kind of success. I interviewed the gentlemen for free.

The call we gave away for free, but we recommended a product that they take advantage of for the next step. Eventually what I ended up doing, I went out selling the transcripts... No, I'm sorry. I wound up selling the audio of my call while still giving away the transcripts.

People who wanted this information were happy to read it; still got it for free. But if they wanted to listen to it in a more portable format and I threw in a couple bonuses and other things to make it valuable, then they could upgrade for \$17.00. Not a very expensive proposition, kind of an easy decision for people to make and for people who don't want to listen to it, they didn't have to buy it. They still got the information. And they still got the information for free or they paid a little bit of money for it.

The end result was that more eyeballs saw the information that we were presenting in that call and because I was giving it away and I was charging money for it, generated a revenue for me which could help me out building my next product and turning that into product #2, and product #3 and etc.

You have to start making recommendations or selling services and products of your own, so you can fuel the growth of your business. If you just give away stuff for free until you feel like you're ready to step into that professional limelight; you're going to be waiting too long.

At the same token, if you start out of the gate selling stuff without giving anything away for free, you're going to have a hard time getting the growth in as rapid as a form as you wish, unless you have a nice amount of endorsements from some other people, which can happen, but if you're starting out, you may feel like there is nobody out there that is going to promote you or is going to make recommendations about you yet.

You have to give something away for free, in my opinion, so you can get that exposure and so people can say "Hey, this person knows what they're talking about." They can hear your voice or they can read the voice in your text and they can say "You know what; this is somebody I can really vibe with."

The other side of the coin, I wanted to make sure you know of is that people who get stuff for free are not your customers. They're your prospects. They don't fuel your business. They might tell you how

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wonderful you are. They might tell you how much they love the information you share with them, but until they send revenue your way, you're not running a business.

The other side of the thing, that I have seen as a teacher, who transformed from a classroom history teacher to a business strategy teacher, people who pay me money, usually are the ones who succeed more because they are investing in themselves because they're taking advantage of that opportunity. They are demonstrating that they value information and because they value that information they are willing to pay for it. They put in their mind this idea, "Hey, I just paid for something; I need to see a return on investment. I need to take action on it and do something with it."

Whereas, the people who come to me for free, initially they don't have any real stake in what's going to happen with the information I give them. On your side of things, when you start to think about whether you give stuff away or sell it; understand that you're doing people a favor by asking them to invest in you. Not because they are giving you money and you're running away spending it on crap but because you're giving them an opportunity to say, "This is important to me and this is a person worth listening to and not for me to give them some money, get more in return, hopefully in the value and then take action on it." I could spend a lot more time on this, Adela, to be honest, because it's a very big psychological question in addition to strategy.

Adela: Yes, it is really big. I did want to ask you, you mentioned earlier that you want as many eyeballs seeing it, and I realize some of it is about getting more people to hear your message. Is there any other value in just expanding your reach as much as possible?

Bob: Yes. This actually answers the question again, in both ways, to be honest. You want to get your reach as far and wide as possible and you may think initially that you do that by giving things away for free because the thought is that if you give things away for free more people are going to want to listen to it and so forth. And that is true.

Adela: I lost you for a moment.

Bob: Ok, I'm sorry about that. I heard you and I'm not sure who got cutoff. But in any case... you were asking me about getting as wide as exposure as possible, right?

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Adela: Yes.

Bob: When you give stuff away for free, you may think that you are going to get more eyeballs on it. But when you start charging for what you offer you can adapt what I call the third level of what I have as a simple model which we can do later perhaps or save it for another day. But the third level of simple is that you have your own affiliate program and as soon as you charge money for something you can have other people promote your products and be incentivized to do so, in return for a commission as part of the sale.

Even if you sell something for \$10.00 and you can give \$5.00 away to an affiliate or even all \$10.00, you're going to have other people's help in spreading your message for you. So, yes, you should give things away for free to get exposure, but you can attract people to promote for you a little bit easier when you charge and then share the profit with those other affiliates.

Understand that exposure is important, but you don't get exposure by only giving things away for free; you also get exposure by having partners who are going to spread the word in an incentive based fashion.

Adela: That is a quick way to really catapult your business to a totally new level. Thanks you for that tip, Bob. Besides interviewing an expert in your niche, are there any other strategies that you use so that your customers view you as an expert?

Bob: Oh, sure. That's definitely not the best way. It's just the best way to do it when you're starting out because you really leverage the creditability, the authenticity, and the expertise of that person. You can basically shirk some of the duties and responsibilities of the information over to them while your getting comfortable with the technology and the format, and so forth.

In general, I teach about 12 core types of teleseminars that you would want to embark on. The two that come to mind that can really showcase your expertise are also very easy to do and they are where you do a Frequently Asked Questions call and the other alternative is to do a Q&A call. They are very similar except a Q&A call is where you have people submit questions to you. Just like we are hoping that people listening to this call right now will submit some questions in for us for the end of this session.

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An FAQ call is basically a call where you predict what those questions would be and you simply answer them. If you're already an expert in your field or at least a leading authority in your world, whether that world is your zip code or your state, or your country or whatever, you can just pick up the phone, dial into a bridge line like we are talking on right now and answer the four, five or six questions that you often hear by people who would come to you in hopes to doing business with you.

That FAQ call tells people that you have those core fundamental questions already answered. The beauty of that type of a call shows your voice, shows that you have command of your industry, that you understand and can relate to the challenges that your audiences face and that is really powerful. But because you can record it and put it up on your website, it also means that when people ask you those questions, you can give them a quick answer and then refer them to your website to do a more thorough job of answering it completely.

If you're the kind of person that might field those questions over and over and over again, week after week through email or through telephone calls or through rubber chicken lunches that you can find in your community. Instead of spending that time doing that, you can actually point people to that existing audio program that's on your website and the time you can spend will be more profitable if you're working with folks that have already listen to those core questions and now they come to you ready to do business.

From a productivity stand point, from a relationship stand point with your audience you can get a much stronger connection, a much quicker connection and you showed people that you know what you're doing and you can give them the solution that they can absorb in a different format by having a FAQ call ready for them to listen to on the web.

The Q&A call basically operates the same way except this is when you have a little bit bigger audience and you simply say, "Look I know what I am talking about in this area. You probably have questions in this area. I'm going to answer those questions in a quick Q&A call and this is the time and place. Submit your question here and I will answer the questions for you."

Out of the twelve different formats that I like to teach about for people, whether they're starting out or they're experts, the FAQ call and the Q&A call both demonstrate you as an expert and addresses those questions

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that the audience members want to have answers to, so you're directly solving things that they want to know. That's very powerful because it means not only you know the stuff, but you're addressing the questions and challenges that your audiences are facing.

Adela: Yes, absolutely. Great way to leverage their time, boost their expertise and also their own sense of confidence of how much they know, especially if their starting out.

Bob: No doubt. And if you are one of those people that goes to local meetings often, or you go to trade shows and so forth, take one of these calls and put it on an audio CD and hand that out instead of a business card and see how differently you're treated because you have a product that you can put into their hands.

Adela: Wonderful. What are some of the mistakes that you see with folks that are trying to create products from their teleseminars, Bob?

Bob: That is another good question. A couple things, one is that they are trying to be too perfect. You're going to have a call that is going to have some um's and ah's in it. We had a blip a few minutes ago, right, where I couldn't hear you and you couldn't hear me or whatever... Well, I hope you don't spend the time to go back and cut that out.

Adela: Heck no.

Bob: It was only like 10 second and somebody on a call, when they do a call, when they go through that process and you're laughing about this Adela because you have done a hundred-thousand calls at this point, and you know that it's ridiculous. But the person starting out, their going to think "Oh my God, their going to think I'm so unprofessional. They are going to think I don't know what I am doing."

The reality is people understand that technology has glitches. If you let something like a 10 second blip in your call prevent you from releasing that call because you don't know how to edit the call, you don't have the money to pay someone to do it or whatever, then your call is just going to set on the shelf. It's not going to have the impact that you're really after.

Because you're a person pursuing the Conscious Business, where you're trying to help people and you're trying be a problem solver, you have to realize that folks on the other side need your help and if you take too long because you're a perfectionist, because you want to make sure things are

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absolutely 100% perfect, you're preventing your solution from reaching your audience which is negatively impacting them.

One of the biggest mistakes I see is the sense for the desire of perfection, when such a thing as perfection doesn't exist, especially in the world of teleseminars. Because you're using your voice, because you're interacting with people, people role with it. and that is perfectly okay.

The other thing is, let's say that you forget to...something goes wrong technically with the call or whatever, or people cannot get on the call, something happens... But you're still able to get the recording. Let's say the recording has a big crackling noise in it or a humming sound; turn your audio into a text base product instead and still use it.

Maybe you have an hour long call and 20 minutes of it, you go off on some tangent and it doesn't really make any sense and you're like "Well, that sucks. I really don't like that call, I'm not going to do anything with it." Well take this first 30 minutes were really good and turn that into its own product.

That's another point, you're not really after a 100% perfect thing, but also you can take pieces of a crappy call and turn it into a good product or at least good content that can attract people to you. Being a perfectionist; not utilizing a product in pieces, not in full, those are a couple of the main mistakes I see people making when they're trying to create a teleseminars into an info product.

Adela: That is a great tip, making lemonade out of lemons there. Yes, great. Speaking of technology, I've got lots of folks here that are new to technology. How tech-savvy do you need to be to do the teleseminars and creating the info products?

Bob: The more technology you have in your background, the faster you will operate, but if you know too much, the slower you will operate. What do I mean by that? Well, if you can do things yourself you obviously have to wait around for people to get back to you about turning things from like a Word document to a PDF, for example. Or taking an audio and downloading it and uploading it into a website and so forth.

But, if you do know too much and you don't rely on other people, you can get bogged down by having too many calls, and never finish out producing them into the product that you could. That is one my curses that I have, I do know things too much and so I have over 400 calls at this point, at

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least. I'm not sure how many exactly. I haven't counted them recently. But at least a third of them are still kind of sitting on the shelf because I do know everything that there is to know about turning these things into products which means I rely too much on myself to do it. There is a good balance to be met.

The first technology piece that you really need to feel comfortable with is the telephone itself. Can you pick up the phone, can you have a conversation with people. It is very, very simple. It may seem simplistic to say this but it's all you really need to know how to do to run a teleseminar. Once you then get the bridge line, I'm saying this because you can have other people operate the bridge line for you, but the bridge line nowadays, as you know because we are using the same technology, it's so easy just to have this big, fat, button on your screen that you press record on and you're ready to go.

There's a more complex dashboard that you can get into if you want to, but the bottom line is, to record your call there is a big button that you can just push. Now to turn your audio product into other products, there is some technical stuff that you may want to learn how to do but the point is that there are other people who can do that for you. If your time is better spent with your paying customers, your paying clients and you can afford \$20 bucks an hour or \$30 bucks an hour to hire someone to transform stuff into products for you, that's a pretty good balance.

At the end of the day, you don't have to take every audio you do and turn it into 50 products. You can simply take the audio recording and that is the product. You can take transcripts that you can get for sixty or eighty bucks and hour, I mean audio hour and turn it into a PDF with no editing at all and that can be a product.

Using Word or Microsoft Word or Open Office to make edits to your text if you wish to or to add a fancy cover page or to make sure links are clickable towards a webpage. Those are things I would hope that you would learn how to do. But again, other people can do that for you if you wish.

Don't get intimidated by technology to stop you from doing this type of channel, because at the end of the day the biggest reason why I teach teleseminars and why I think it is the single, fastest way and most profitable way to do internet marketing is because your knowledge is a critical piece. You speaking what you know is a critical piece and when

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you can get that out, all the other elements can be done by other people or they can be done by you, it doesn't matter. But you speaking your knowledge and getting your voice out there is what the key component to making this the profitable, effective, marketing channel that it is.

Adela: Yes. It really does puts it in the reach of anyone to get there work out into the world, to get their information, their expertise out there in bite size chunks.

We do have a question from Sue in Grand Junction. I just wanted to take a moment because I know this is a question that gets asked a lot, especially from beginners. What's the best way to promote your teleseminars if you don't have many people on your list yet. I'm sure she is considering that she could invite her friends and her family to listen in. But any idea's that you can share with us, Bob, on how folks can get people on their list for their teleseminars?

Bob: Sure. Obviously the bigger your own lists the more you will be able to have a repeat audience. That's going to be good. There are a couple pieces I can share with you on this. One is you may want to make sure that your teleseminar is promoted in various places where people congregate in your field. If you're a member of a membership forum and that's the topic you teach on, then make sure that you have your signature line on your forum post advertise your teleseminar. You can of course pay for advertising so forth. I'm not a fan of that. What I like to recommend that people do is that they have some component of what they offer available for sale so that they can have an affiliate program and get partners to promote those calls for you.

Another thing I want you to think about is there are channels like Blog Talk Radio which are free social networks that deal simply with audio radio show type programs. So just like you and I are having this call, you can have this call on Blog Talk Radio which has its own audience that sees, "Hey, there is a call coming up about the topic I'm interested in and I can have an audience attracted that way."

Let me tell you a third way. A third way, this is a little bit more of an advanced strategy, you could do it at the beginning, as soon as possible, you can give away your replay, your recording, as a bonus to other people's products. Initially you may think, "Well, I might not get that much money from that." But, really if you're at that stage, you're going to get a lot of exposure.

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Remember I mentioned before, you might want to interview someone who has a product in your field. You can hopefully get with that same person, and say "One of the things I would like for you to do with this call when we are done is I would like for you to give it away as a bonus to the product that you have for sale, so you can get that extra exposure.

Between going where your audience is and attracting them that way, having an affiliate program attached to your calls so you can reward people for spreading the word, and then having your calls bonus download for other people. Those are three really key and very easy methods, I think to get more people to see your calls.

The last piece I would say is once somebody signs up for your call, make it easy for them to spread the word. Encourage them to post on Twitter or to post on Facebook. Utilize those social networks to spread the word about your calls as well. Always let your audience and customers be a part of the growth in your business. That's another way that you'll find more attraction towards your calls.

Adela: Well, it's a great tip. You bring up a question. You mentioned Blog Talk Radio and this is actually a question I heard from a number of folks. What would be the advantage of hosting a call, let's say an interview on Blog Talk Radio versus hosting it on your own bridge line?

Bob: Well, I do 98% or more of my calls on my own bridge line. I used Blog Talk Radio for about six months and I have kind of have abandoned it recently, but I always want to go back every now and then.

The reason that I do it on my own bridge line is because I do have an audience and I do have that list and I do own the company completely. I don't have to worry about any advertisements on the site, on my sites. Whereas with Blog Talk Radio, they have an advertising program to pay for their service. That is why it is free for you, but they throw in advertising in the beginning or the middle or at the end of your call, both live and during the replay.

If your topic is something that people naturally gravitate towards, you can find an audience on Blog Talk Radio because like I mentioned before, it's actually a social network. So you can have friends, you can tag your calls to certain keywords and people can search that and they can find your call more easily.

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If you're just starting out, or you just want to tap into that audience that is already existing, then once in while you should do a call on Blog Talk Radio. But ultimately just like you should have your own blog on your own website and not on just Squidoo or on Wordpress.com or whatever, you want to be in charge, you want to be in control so that nobody can take that stuff away from you. Nobody can cancel your account, nobody can delete your stuff. They can still hack of course with technology.

The point is that you want to be in charge of that as much as possible and at the end of the day, you want to be promoting your website; not blogtalkradio.com/bobtheteacher or Conscious Business or whatever your tag line is. Just like you don't want to be promoting Facebook.com/whateveryournameis, you want to be eventually promoting your own site. So hosting your own calls instead of only doing it on something like Blog Talk Radio will be to your grand advantage over the long run.

Adela: Great, thanks. Yes, for me I wondered about that also, and you pointed out some great reasons as to the distinctions of one over the other.

How about some advance strategies for folks who already have some products and have a platform and have a following, what are some things that you can recommend to folks who already are experienced, have some products and could notch it up another level?

Bob: I think one of the things people usually stop themselves short of is not realizing because of the transition that they made from being someone who knows stuff to create products, you're now at that level where people want to have higher access to you. So one the formats of teleseminars that I encourage people who are a little bit further along to take on is some form of group coaching. This is one of the easier ways and most profitable ways to utilize teleseminars because it often comes natural to you, but it also presents a more intimate experience for your audience members.

For example, you may have a teleseminar like me and you are doing, while we're giving some information to a fairly basic to intermediate level and just a handful of people are going to want to go farther with that same topic. By giving that opportunity over to your audience and saying, "You know what; I've got this eBook, I've got these free audio programs that I have released, but how about we spend the next four weeks on a series of

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calls where you ask me questions and I hold you accountable to taking action.”

That by itself is a great type of mini-coaching program. It doesn't have a long term commitment but can be something that you can have as a very profitable enterprise for yourself. Calls like that, depending on your field, you can charge anywhere from a hundred dollars for the month to five hundred to a thousand. Sometimes I see calls like that up to \$2,000.00 per person to spend a month going through a weekly check in and a weekly Q&A, a weekly challenge, a weekly strategy session and just for that defined period of time with a very specific goal to be achieved during that period of time. Depending on what you are offering will turn into whatever you are able to charge.

That is something that people who have confidence, they can be at the very beginning but you just have to have confidence that what you have matters and that you can have even a small group of 4 or 5 people get on these calls with you and be active and be part of something bigger than what you're usually doing.

Don't sell yourself short with the content and the information you have. Give people the opportunity to work with you more closely and leverage your time with this kind of a small group atmosphere. I especially encourage you to do this if you're typically working with one on one. I know we have a lot of people on this call I'm sure Adela, that are coaches and who have worked one on one with people. There are only some many hours in the day that you can work with one on one clients. I would like to encourage you to try groups of 8, 10, 15 people on a teleseminar instead of one on one and see if you can't maximize your profitability, reach more people and really elevate your business to another level while giving more value to your audience.

Adela: Yes. That is a wonderful tip. That is one that sometimes folks wait on. I just want you to say a little bit about the group coaching because sometimes people say “I'm not a coach.”

Bob: Well, first of all you don't need to be certified. So you don't need to go to school for this, you don't have to go to some special training and get some logo little logo on your website. I have been coaching now for about three years and I started my business a little over four years ago. I just realized that some people just wanted to know how to do what I was doing. They just didn't want to learn from what I was teaching, but they wanted me to

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teach them how to do what I was doing. From a metacognitive level you have to realize that at some point, people will ask you that. You can either take on that mantle or you can send him to me.

The point is, even within your own topic, your dealing with a lot of holistic practitioners and so forth, you want them to market their business more effectively so you can have that kind of a coaching program. When you yourself listening to this call, when you get to this point where you have a little bit more success, you have other people like you, who are going to come to you and say “How did you do that?” And you can take on that mantel or you can reject it. That’s up to you.

The other thing is, you can do it even just not from a business to business but a business to a consumer. Someone who wants more access to you, but maybe can’t afford your one on one coaching; maybe you cut your coaching rate in half, but you have 10 people in that program instead of just one on one. And you’re going to get five times more money for yourself which is nice for the profitability, but you’re also going to help 10 times more people; which is great for the impact you wish to have on your audience.

Understand that you don’t have to be a coach. You just have to be willing to answer people’s questions or to predict the challenges they’re going to run into, because you have been there and done that, and because you want to shortcut the profits that they’re going through and your actually very qualified to do that, even if you don’t have a piece of paper or some certification to say so.

Adela: Yes, thank you, Bob for addressing that. I think its semantics sometimes, whether you call it coaching or a strategy session. I think what you’re pointing to is that people need to pick whatever term feels comfortable for them, that there is a need, their customers and clients have and either meet it or outsource them to someone that can meet it and you can be an affiliate for them.

Bob: That’s right.

Adela: That’s another way to look at it.

Bob: You and I are friends with Scott Tousignant. He’s a good friend of mine, and he used to be a fitness guy. He is still a fitness guy but he used to be a gym owner and then he was a personal trainer. He still has a couple personal trainer clients, but he was able to have a group fitness program

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on the internet where he shows people in a wider range through video and he does teleseminars too, about how to take care of your body, how to eat right and all this other stuff. He's not necessarily a coach from the stand point of what we typically think about, but he is someone who knows what he is doing and he wants to help people get better at the things he is good at.

Adela: Yes.

Bob: There are all kinds of examples of that happening. Just remember my main point here, the leverage you have and the expertise that you have can be well-served both for you profitably and to reach more people in your audience if you try to go through a more group environment where you train people or you teach people what you know, but you open it up to a wider audience. You just do it in a format that the teleseminar process can help you with, so you get the results you are looking for.

Adela: Yes, absolutely. And I'm in Scott's program, so I know it's great stuff. The ability to reach more people is really, especially folks around these calls, you've got a message, you've got a body for work, you want to get it out there to as many people who as can benefit from it. These are more ways that you can leverage your time and maximize the amount of your work that is getting out there and the number of people you can help.

We've got another question here, and then I want you to talk to us a little bit about your Teleseminar Formula Program. This is from Gina Diane and her question is, "Can you give us an example of advertising your event in your signature line?" I think she was talking about using the signature line.

Bob: Sure. Thanks for the question, Gina. There are a couple places where you have a signature line. In your emails that you send out, whether it's on Gmail to your personal friends circle, so forth, you have a signature area that you can use. Or when you are posting on a membership forum, whether it's like a Ning community or a membership forum, like there's some systems like B Bulletin or whatever, we don't need to get into technology behind it, but you often have a profile and in your profile there is a line for your signature. Every post that you put up in a forum always has that thing at the bottom and depending on the rules of the forum, you can either have a direct link that goes out or you can have a link that goes or just text, it may not be active, but at least it tells people what your website is.

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The beauty of this in a forum is it's automatically put in place, so you just have to change the text. But if you're active in those forums and you wind up with 100, 200, 500, 1000 posts, when you change your signature line, every few weeks as you do a new call, every post you have ever written has that bottom area of your post changed automatically too. So you wind up having these search engine friendly posts that are out there on the web that all of a sudden can be transformed into a promotional bulletin board back to your site.

You also have a signature line essentially in any articles you write and submit to article directories like ezinearticles.com where they have what is called an author resource box. That is the signature area, too, in which at the bottom of the article you can say "for more answers to these questions... yada...yada... yada...go to this site." That site could be where you promote your teleseminars or particular program or product that you have created from your teleseminars that you made.

I don't have a specific example of a direct link that I can share with you. But if you go to ezinearticles.com and read any article, you will see the very bottom of an article is kind of an advertisement for someone else's website. If you go into a forum from like Wahm.com, W-A-H-M.com and you take a look at any of the posts, you will see at the very bottom of every person's individual post, the same kind of information, "hey for more of this stuff comes into this site."

Again, those are just ways for you to leverage the traffic of places you have already visit. You're probably there because you're attracted to the same things that other people are attracted to. And when they see your posts and your answers to questions in this area, their going to see this line that invites them to come join you on a call or to download the audio or whatever it happens to be.

Again, don't forget your personal email that you sent out, too, that can have a signature line. You obviously sometimes treat your friends differently then you do your business contacts, but if you're really operating from an authentic stand point which I know you are, you're going to have the same approach basically to your business contacts as your friends because you live and breathe this service that you are giving to the world.

Don't feel ashamed or kind of have that weird feeling about having the bottom of your email, "Hey, by the way, did you know I help people in this

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area, and here is a call coming up.” Change it every now and then, so people have a fresh take on it. Utilize that space because it is already something that people are reading and you can get good traffic from that.

Adela: Yes, that is a great tip. I would just add that depending on what you are doing, you may want to ask a question. That is sometimes what I have done, Bob, is to ask a question in that SIG and the answer is the link.

Bob: Yes, Yes. Send them to a blog post, and gets them to comment on that question and you just keep on telling those folks in the comments, “These are awesome questions.” As you get five or six questions that you want to answer, pick up the phone, record a call and put it up on your website. Nothing is better for your audience, no matter how big or small it is, then to actually answer questions that people have asked. You may wind up with way more questions then you can possibly answer, but even if you answer only a handful, the rest of the people are as excited about it as the person who has asked, because they see that you are tuning into what they’re asking about and that you care. And ultimately that is what you’re trying to get after with this heart centered business that you are running is you have demonstrate to people that you care and then you have to deliver on what’s going to be a good solution for them.

Adela: Yes. That speaks again about the relationship building which has been a through line here and from my experience of you, Bob and any of your programs that I have signed up for. I was talking about it earlier on a call that I had done so much of you’re free stuff, I was like “Oh my Gosh, I have to pay this guy something.” So, I joined your Internet Marketing Membership Community and there is so much great content, so much great stuff that you’re putting out there. I know that this particular program, the Teleseminar Formula is something really, really rich and very... It’s pretty extensive, actually. So, can you just tell us a little bit about it, Bob, before we sign off?

Bob: Yes, sure. And I’m sure you have a link to share with everybody for that. Basically what I want to do for people and when it comes to teleseminars, is I want to make it as easy and profitable as quickly as possible for you to move forward in your business because again I come from a teaching background when I first started my business. I was still teaching 50 hours a week and grading papers and coaching the academic team and the tennis team and doing all kinds of stuff.

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I had a very short amount of time for me to embark on this product creation process. Teleseminars were simple out of necessity the channel that I chose. Turns out, it's the fastest way to go because of your ability to grow your business literally at the speed of sound.

What I decided to do after taking a few teleseminar training courses and seeing what was out there in the market place, I realized there wasn't anybody really addressing the core needs of what people really need to know. Those were, they needed a fast approach, they needed to be held by the hand to understand the technology and they needed a simple, step-by-step process to go from starting from scratch to having a finished product and then leveraging that product in multiple ways.

So I created the Teleseminar Formula initially as a ten day program, not ten week, not ten months; but a ten day program for people to get up and running and get going. Now, you're not going to master every little new ounce of telseminars in ten days. But within literally two weeks from today, you could have your first call finished and profitable by going through this training.

Then you spend the next two weeks going through it again and taking another step that maybe you skipped over or you felt it wasn't necessary. So what I have for you in this training is two options, either an eBook version that you can read through and see screenshots and all that kind of cool stuff or the full blown version which has the audio and the video to walk you through all the steps that you need.

It's really my hope that you understand that with teleseminars, you can do something in a way that, you can't do in any other market in town. You can use your voice. You can create a product that is portable. No other form of product that you can create is as portable as a teleseminar. You can create something that will help people whether their listening while their driving or doing laundry or doing other work on their computer.

You can also take the same time that you spend creating that call initially and have it turn into text, have it turn into articles, blog posts and emails and all these things you know that you're supposed to do, but you never have time for it. And, teleseminars get it out faster and make it much more profitable for you.

Because the costs are so low, teleseminars become the most profitable pathway for you to promote your business. Then again, I will remind you

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that using your voice which gets inside the head of your audience members, and they can start to really understand that you know what you are talking about and they really bond with you in a way that you can't get in any other medium other than video.

The video is another ball of wax and it's a little more complicated. It's not as portable. I want you take advantage of the offer that I have for you, the Teleseminar Formula and I want you to really understand that this process is really proven methods that can get you from A to B and then to C and D and etc. in a way that you feel good about it, that resonates with your audience, that connects authentically between you and the people you want to impact and really frees you up in the time to enjoy the rewards which your business will allow.

One of the things we didn't talk about, Adela, during this call was that when you do teleseminars, you can do them from anywhere as long as you have a phone. You can do them from anywhere. I have done them at other conferences. I have done them when I'm on vacation. But the better part of it is, when you're on vacation, your information products that you have created are still generating business for you. There has been a number of times back in the last twelve months where I have taken two weeks off, three weeks off, I even took six weeks off to Europe last summer and I had more money when I returned than when I left because of information marketing and because of having internet marketing, tactics and strategies based on teleseminars at play in my business. I just don't know any other way to run a business as profitably as this, with as low risk.

I was talking to someone at the little local mailbox thing. I don't have an official office. I have a P.O. Box at a local business P.O. Box type place and the guy there was saying "I'm going to get a loan from somebody for \$50,000 dollars to start a chain of something or other. I'm like, "Holy cats, are people still doing that? Is that risky, that much money to run a business, so they can make 50 grand extra a year, when you can a nice 6 figure income from online marketing without that risk." It just blows me away.

I know I went off on a tangent a little bit, the point is, the course I have put together for you is there, it's ready, it's instantly accessible and it's really a clear pathway that is broken down step-by-step to make it as easy as possible and as profitable as it can be. I encourage you to take advantage of it.

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Adela: And so for those folks, if you're on the page, the speaker page, you will see a link there for the Teleseminar Formula. If you're on the phone and you want to just go there directly, you can go to consciousbusinesstribe.com/teleseminarformula and I will send a link and a follow-up email as usual.

Bob's products, services, and one on one coaching, get 5 thumbs up from me. He's extraordinary and his expertise as a teacher shows through. It is so easy to follow your videos and the pictures and everything, Bob. It's just so easy to do. If you have never done teleseminars before and you want to get your feet wet and actually dive in and become profitable and have a business in a really quick time, Bob, the teacher, Jenkins can definitely guide you there.

Bob, thank you so much, for being with us today and sharing so much of what you know about internet marketing and teleseminars and products. Thanks, for being here.

Bob: You're very welcome, and I want to encourage you listening, what we've just talked about in the last hour or so, it's really not going to mean a whole lot unless you take action and do something. I do encourage you to take my training, but I encourage you more to get your teleseminars moving. Whether you are starting out, or you have already been doing them, keep doing them on a routine basis because you're going to get better at it, you're going to have more fun with it and you're really going to impact more people lives through it and if I can be a part of that process, awesome. I thank you for your time and allowing me to teach you today.

Adela: Thank you, Bob and thank you everyone. We will see you tomorrow. Thank you. Bye-bye.